



Livable Buckhead

2026 SPONSORSHIP LEVELS
PROGRAMMING & EVENTS



MOBILITY



ARTS AND CULTURE



ENERGY



WASTE



HEALTH AND WELLNESS



GREENSPACE



PUBLIC SAFETY



WATER



Livable Buckhead

Why sponsor Livable Buckhead Events & Programs?

- **Community Engagement:** Connect with Buckhead residents and businesses in meaningful ways. Our events draw diverse crowds, providing an excellent platform for building relationships and brand recognition.
- **Positive Impact:** Contribute to the enhancement of Buckhead's livability. Your sponsorship supports green spaces, cultural events, fitness programs, and more, creating a more vibrant and sustainable community.
- **Brand Exposure:** Gain visibility through our extensive marketing efforts. From social media promotions to event signage, your brand will be prominently featured, reaching a wide audience.
- **Corporate Social Responsibility:** Show your commitment to community development and sustainability. Aligning your brand with Livable Buckhead demonstrates a dedication to positive social impact.

CONTACT INFORMATION

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SPONSORSHIP LEVELS		GREENSPACE \$20,000	CULTURAL VIBRANCY \$10,000	PLACE-MAKING \$5000	CONNECTIVITY \$2500	PATRON \$1000	FRIEND \$500
ANNUAL EVENTS	All Events	5 Events	3 Events	1 Event	1 Event	1 Event	
COMMUNITY-WIDE PROGRAMS	All Programs	2 Programs	1 Program				
WEBSITE(S)							Name Only
NEWSLETTERS							
DIGITAL MARKETING						Name Only	Name Only
PRINT MARKETING							
ACCESS TO TICKETED EVENTS	6 tickets	4 tickets	2 tickets				
EVENT PRODUCT PLACEMENT							
COUNCILS & COMMITTEES							
SPEAKING OPPORTUNITY							
MAKE AN IMPACT	SIGNATURE SPONSOR \$25,000		SIGNATURE CAMPAIGNS Select 1 Campaign				
	Miracle on Peachtree	Bodacious Blooms	Restaurant Week				

GREENSPACE SPONSOR

\$20,000

Overview

- Priority placement of logo on all digital and print marketing as a Presenting Sponsor
- Presenting Sponsor logo on Livable Buckhead homepage
- Inclusion in Livable Buckhead publications
- Six complementary VIP tickets to all ticketed events
- Access to additional discounted tickets

Inclusion - All Events & Programming

Print Marketing

Inclusion on the following, as applicable:

- Banners
- Logo inclusion on yard signs
- Logo inclusion on postcards
- Logo inclusion on sponsor recognition sign
- Logo inclusion on Livable Buckhead t-shirt

Product Placement

- Opportunity for product or service placement at select large scale Livable Buckhead events, where applicable.

Digital Marketing

Inclusion on:

- All event webpages
- Recognition in event-related publications
- Collaboration on social media posts
- Logo inclusion on Facebook event page
- Logo inclusion on all event ticketing page(s)
- Priority mention in event-related press releases
- Inclusion in direct participant email sends for all events

Speaking Opportunity

- Access to address select Council and Committee meetings to showcase your business' involvement in the community!
 - *Events & Marketing Council*
 - *Human Resources Council*
 - *Commercial Property Managers Committee*

CULTURAL VIBRANCY SPONSOR | \$10,000

Overview

- Logo on Livable Buckhead homepage
- Inclusion in Livable Buckhead publications
- Four complementary VIP tickets to all ticketed events
- Access to additional discounted tickets

Inclusion – Select Five Events & Two Programs

Print Marketing

Inclusion on the following, as applicable:

- Banners
- Logo inclusion on yard signs
- Logo inclusion on sponsor recognition sign
- Logo inclusion on Livable Buckhead t-shirt

Product Placement

- Opportunity for product or service placement at large scale Livable Buckhead events, where applicable.

Digital Marketing

Inclusion on:

- Five event webpages
- Recognition in event-related publications
- Collaboration on select social media posts
- Logo inclusion on select event ticketing page(s)
- Mentions in event-related press releases
- Inclusion in direct participant email sends for select events

PLACE-MAKING SPONSOR

\$5,000

Overview

- Inclusion on Livable Buckhead homepage
- Inclusion in Livable Buckhead publications
- Two complementary VIP tickets to all ticketed events
- Access to additional discounted tickets

Inclusion – Select Three Events & One Programs

Print Marketing

Inclusion on the following, as applicable:

- Banners
- Logo inclusion on sponsor recognition sign
- Logo inclusion on Livable Buckhead t-shirt

Digital Marketing

Inclusion on:

- Three event webpages
- Recognition in event-related publications
- Tags on select social media posts
- Logo inclusion on select event ticketing page(s)
- Mentions in event-related press releases
- Inclusion in direct participant email sends for select events

CONNECTIVITY SPONSOR | \$2,500

Inclusion - One Event

- Inclusion on Livable Buckhead homepage
- Inclusion in Livable Buckhead publications
- Access to discounted tickets

Print Marketing

Inclusion on:

- Logo inclusion on sponsor recognition sign
- Name only on Livable Buckhead t-shirt

Digital Marketing

Inclusion on:

- One event webpage
- Recognition in event-related publications
- Tag on select social media posts
- Logo inclusion on one event ticketing page, as applicable
- Mention in one event-related press release

PATRON SPONSOR | \$1,000

Inclusion - One Event

- Access to discounted tickets

Print Marketing

Name only inclusion on:

- Sponsor recognition

Digital Marketing

Name only inclusion on:

- Select publications
- Newsletter sends regarding event
- Event webpage

FRIEND SPONSOR | \$500

Inclusion - One Event

Print Marketing

Name only inclusion on:

- Sponsor recognition

Digital Marketing

Name only inclusion on:

- Newsletter sends regarding event
- Event webpage

SIGNATURE SPONSOR | \$25,000

Signature Campaign Marketing Inclusion

Exclusive recognition with selected campaign

- Spotlight as Signature Sponsor on applicable campaign webpage
- Priority placement of logo on campaign marketing materials
- Six complementary VIP tickets to all ticketed events
- Access to additional discounted tickets

Print Material

Inclusion on:

- Exclusive “Signature Sponsor” on campaign post cards
- Logo inclusion on applicable campaign yard sign
- Logo inclusion on applicable sponsor recognition sign

Earned & Paid Media

- Priority mention in press release, as Signature Sponsor
- Named in Business Wire-promoted press release
- Logo inclusion in campaign advertising

Digital Marketing

Inclusion on:

- Spotlight as Signature Sponsor on applicable campaign webpage
- Recognition in campaign-related publications
- Collaboration on social media posts
- Inclusion in direct participant email sends for all events

Speaking Opportunity

- Access to address Events & Marketing Council to showcase your business’ involvement in the community!



Presented by Livable Buckhead



Livable Buckhead **Signature Campaigns**

Take the lead as the official sponsor of the campaign. With top billing across all promotional materials and prime logo placement on digital and print media, you'll gain significant exposure with prominent placement and co-branding opportunities.

BODACIOUS BLOOMS FLOWER FESTIVAL

Date: May 2026

This community-wide festival invites visitors to the area to join in for a weekend of larger-than-life floral installations, hands-on floral workshops from master floral designers, colorful in-store activations, exclusive promotions and endless photo-ready moments – all thoughtfully designed to celebrate the spring season in style.

BUCKHEAD RESTAURANT WEEK

Date: July 2026

Buckhead Restaurant Week is a week-long culinary celebration showcasing the diverse dining scene of Buckhead. Featuring exclusive prix-fixe menus at participating restaurants, the event attracts thousands of food lovers and provides a unique opportunity for brands to connect with a sophisticated audience.

MIRACLE ON PEACHTREE

Date: December 2026

Buckhead transforms into a winter wonderland during December's "Miracle on Peachtree." This festive theme unifies the community's holiday events, including Livable Buckhead's signature Hot Chocolate Crawls, the beloved Christkindl Market, and visits with Santa at Lenox Square. By bringing these events together, we make Buckhead a premier holiday destination that helps to boost local businesses.



LIVABLE BUCKHEAD'S SOCIAL BIKE RIDE

Expected Attendance: 150 attendees
Date: March 22 -OR- 29, 2026 (Rain Date: TBD)

Join Livable Buckhead for our annual social bike ride that will take you along the PATH400 trail, showcasing stunning views and the heart Buckhead. This event is perfect for all skill levels and will begin and end at Eclipse di Luna Buckhead.

BUCKHEAD RUN

Expected Attendance: 250+
Date: May 2, 2026 (Rain or Shine)

Join us in the heart of Buckhead for an exciting fun run that's perfect for runners, walkers, and families alike. This year's event features lively, family-friendly activations and a scenic route along PATH400—Buckhead's premier urban trail. It's a great way to get active, connect with the community, and experience the vibrant green spaces that make Buckhead truly livable.

PARK(ING) DAY

Expected Attendance: 100+
Date: September 18, 2026

On PARK(ing) Day, partners will collaborate to create a large-scale pop-up space, demonstrating a how much space is taken up for cars and all the ways our community could be using that space. This activation is a fresh approach to urban planning and community engagement and will provide a unique experience for commuters, residents and visitors to explore the potential for more parks, greenspace, and trails.

PARTY ON THE PATH

Expected Attendance: 300+
Date: October 4, 2026

Livable Buckhead's annual Party on the PATH is a celebration of the PATH400 trail. Attendees will experience a night of hot music, cool drinks, and dancing under the stars at Buckhead's Eclipse di Luna in Miami Circle.

MIAMI CIRCLE GALLERY STROLL

Expected Attendance: 100+
Date: November 7, 2026

Livable Buckhead invites visitors to experience a tour of Buckhead's famed Miami Circle galleries. Stroll through Miami Circle and enjoy an evening exploring the highest concentration of galleries in Atlanta.

MIRACLE ON PEACHTREE HOT CHOCOLATE CRAWLS

Expected Attendance: 500+
Date: December 5 & December 12, 2026

Livable Buckhead invites visitors to experience a tour of Buckhead holiday stops. Stroll through Peachtree and take in the holiday displays, then stop at designated locations to enjoy specialty cocktails and hot chocolate. Local musicians will entertain you at various points along your walking tour of Buckhead.

CHRISTMAS EVE HAM HAUL BENEFITING ATLANTA FIRE & RESCUE DEPARTMENT

Date: December 24, 2026

Livable Buckhead will host the annual Christmas Eve Ham Haul in partnership with the Atlanta Fire & Rescue Department, Atlanta Police Department, and Buckhead Rotary. Volunteer elves will deliver holiday hams and all the fixings to 49 fire stations and police precincts across Atlanta, benefiting over 350 first responders.

These community-wide programs demonstrate your commitment to making Buckhead a better place to live, work, and play. Participation in these programs will ensure your brand is known for supporting our community.

CORPORATE & COMMUNITY SUSTAINABILITY / VOLUNTEER PROJECTS

Expected Attendance: 20-100 attendees per event

Date: Quarterly

Join Livable Buckhead as we promote community involvement, encourage environmental stewardship, and build teamwork while making an immediate and tangible impact through projects and events focused on sustainability.

BUCKHEAD RUN + WALK CLUB

Expected Attendance: 25+ attendees

Date: Weekly, Every Tuesday

Livable Buckhead brings you the best run club inside 285. Walk, jog or run, all levels are welcome to this inclusive run club. Lace up your running shoes and cruise an easy three miles with us as we explore Buckhead and PATH400.

BUCKHEADWALKS! CHALLENGE

Expected Attendance: 500+

Date: April 2 - May 2, 2026

A month-long walk challenge aimed at encouraging residents, commuters and visitors to celebrate walkability with an emphasis on PATH400 and our community partners here in Buckhead. More than 10 events and activities will be hosted to encourage participation and maintain engagement.

APD & AFD SPRING AND FALL COOKOUTS

Dates: Spring and Fall 2026

Help show your support for our police and fire departments. Livable Buckhead will host the annual Spring and Fall Cookouts for Atlanta Police Department Zone 2 and Atlanta Fire Rescue Department for the whole North Battalion.

HOLIDAY TREE LIGHTING IN BUCKHEAD

Expected Attendance: 100 -200 attendees

Date: December 5, 2026 **Rain Date:** December 18, 2026

The annual holiday tree lighting ceremony is in Loudermilk Park, located in the heart of Buckhead. Join the community to enjoy live music, family friendly activations, and of course, plenty of hot chocolate, before the tree lighting count down begins.

DECK THE HALLS FOR OUR HEROS WREATH DECORATING

Expected Attendance: 15-50

Date: December 5, 2026

Livable Buckhead will host the "Customize-A-Holiday-Wreath" volunteer event with the Atlanta Fire & Rescue & Police Departments. We will decorate and deliver holiday wreaths to Buckhead's 39 stations.

These sustainability programs demonstrate your commitment to making Buckhead a better place to live, work, and play. Participation in these programs will ensure your brand is known for supporting our community.

CORPORATE & COMMUNITY SUSTAINABILITY / VOLUNTEER PROJECTS

Expected Attendance: 20-100 attendees per event
Date: Quarterly

Join Livable Buckhead as we promote community involvement, encourage environmental stewardship, and build teamwork while making an immediate and tangible impact through projects and events focused on sustainability.

COMPOST MOVIE SCREENING

Expected Attendance: 300+ attendees
Date: January 28, 2026

Join Livable Buckhead for an evening of sustainability and cinema at our Compost Documentary Screening. Mingle with local vendors, walk the green carpet, and connect with Buckhead’s multifamily community while learning how composting can transform our planet—one scrap at a time.

MAXINE ROCK DAY OF SERVICE

Expected Attendance: 25+ attendees
Date: February 21, 2026 (Rain Date: February 28, 2026)

Celebrate community and environmental stewardship at Livable Buckhead’s Maxine Rock Day of Service, our annual cleanup of the pond along PATH400. Grab some waders and join fellow volunteers in fishing out trash and debris—it’s a unique, hands-on way to give back and connect with neighbors while making a visible impact on Buckhead’s green spaces.

PATH400 PLANTER RECONSTRUCTION PROJECT

Expected Attendance: 25+ attendees
Date: TBD Spring of 2026

Join Livable Buckhead as we remove existing wooden planters on PATH400 and replace them with sustainable concrete planters. This will be a 2 to 3 part project to include the removal of existing planters, planter replacement, and community planting & celebration event.

HONEY HARVEST PARTY

Expected Attendance: 100 - 150 attendees
Date: June 20, 2026 (Rain Date: June 27, 2026)

Celebrate Pollinator Week with Livable Buckhead at our Honey Harvest Party in Garden 684, home to our thriving urban bee colonies. Enjoy a fun-filled day of pollinator education, meet our local beekeeper, taste fresh Buckhead honey, and take part in hands-on activities for kids and adults alike—all in support of a healthy, buzzing ecosystem.

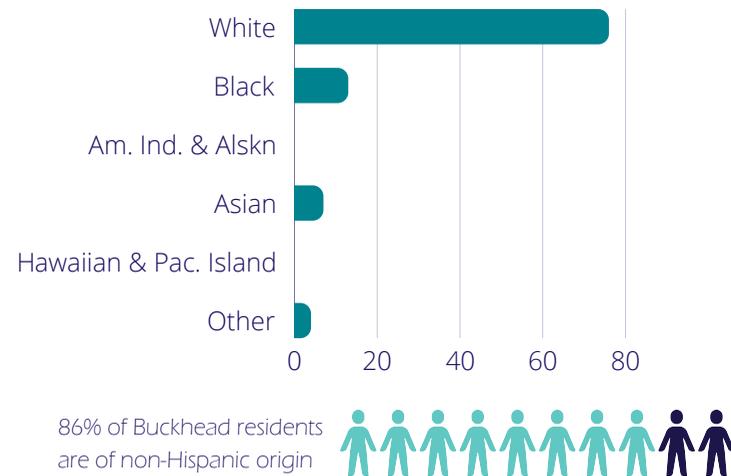
COMPOST COMMUNITY PLANTING PARTY

Expected Attendance: 300 attendees
Date: October 10, 2026 (Rain Date: TBD)

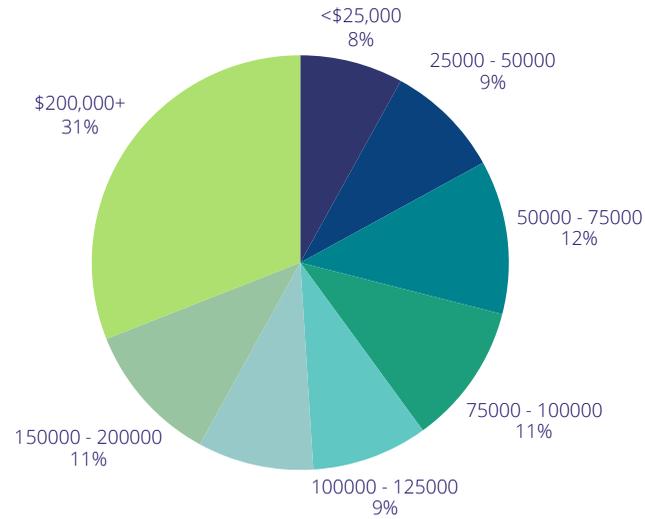
Join Livable Buckhead for the Compost Community Planting Wrap-Up Party—a celebration of our composting competition’s success! Participants will put their hard-earned compost to work in a planting project along PATH400, enjoy some brunchy beverages, and cap off the morning with the exciting announcement of the winning building

Current Audience Data

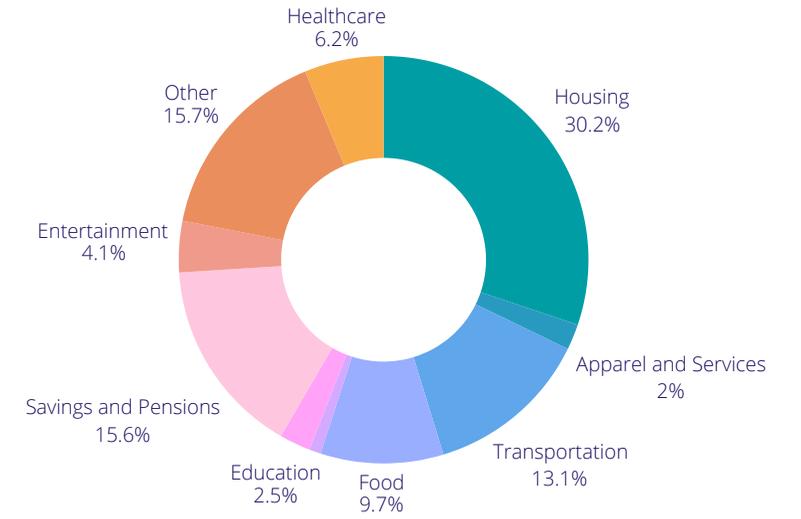
2024 POPULATION BY RACE



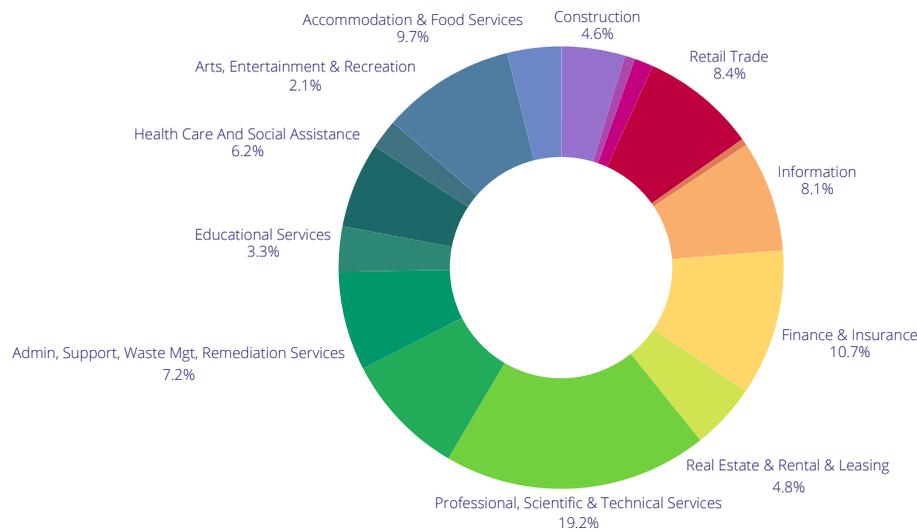
2024 HOUSEHOLDS BY HH INCOME



2024 CONSUMER SPENDING



2024 POPULATION BY OCCUPATION

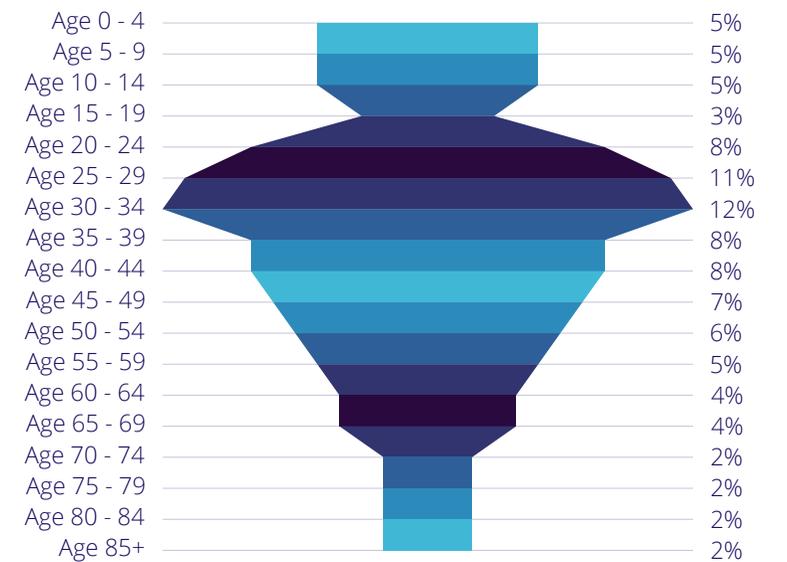


Nearly 40% of the City of Atlanta's high-wage & professional jobs are located in Buckhead

2024 BUCKHEAD CORE POPULATION SIZE



2024 AGE DISTRIBUTION IN BUCKHEAD CORE

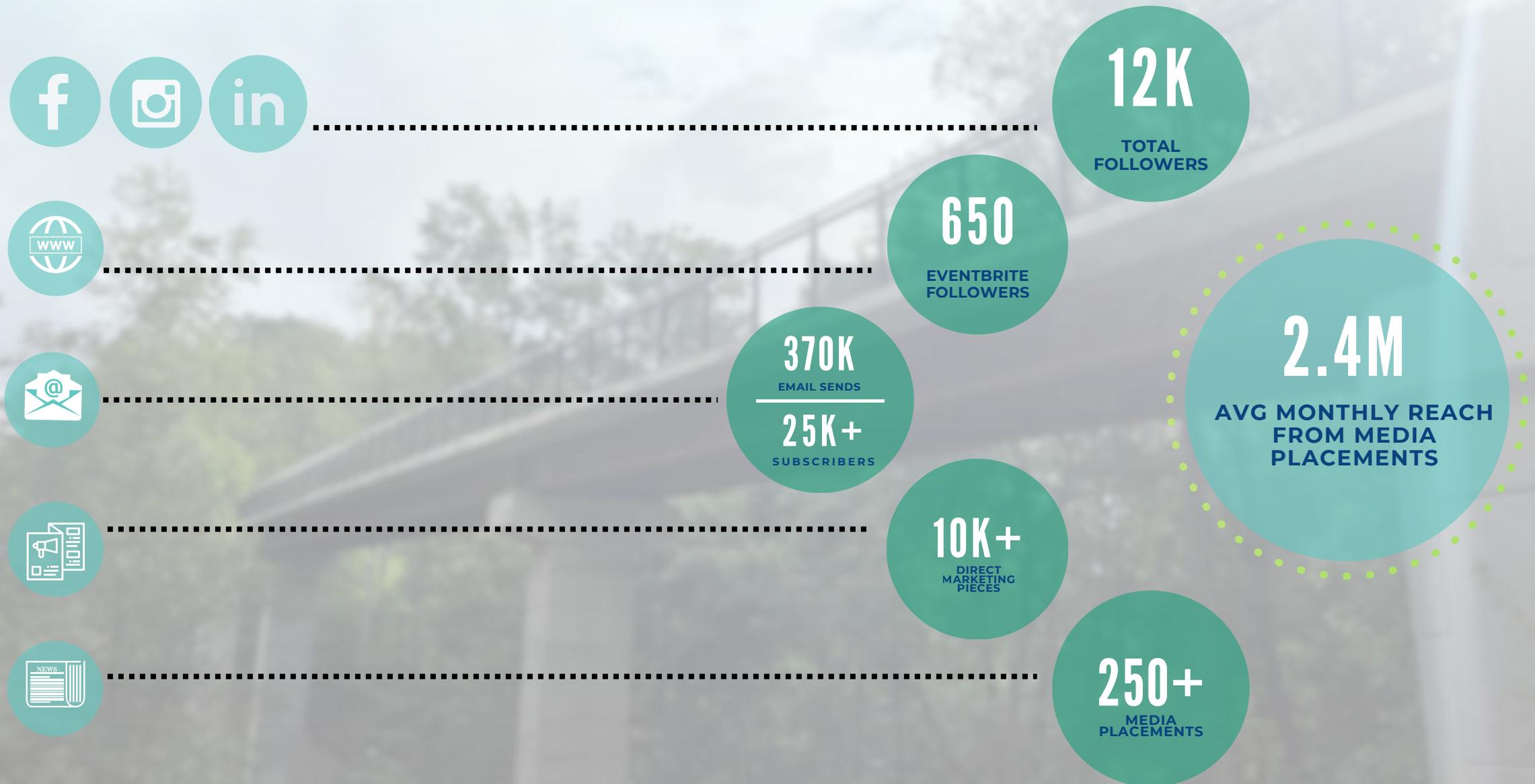


Sources: US Census Bureau, BLS & ARC, ESRI Living Atlas, and Social Explorer Data
2024 Data is the most recently published data for statistical use.

Confidential – Insights are directional, not guarantees of performance.

Current Audience Data

Livable Buckhead's reach continues to grow each year as we connect with residents and commuters who support our mission and participate in our events.



 Facebook 5,600 followers

 Instagram 4,600 followers

 LinkedIn 1,500 followers

Sources: US Census Bureau, BLS & ARC, ESRI Living Atlas, and Social Explorer Data
2024 Data is the most recently published data for statistical use.

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